



## Curriculum Overview 2019-20: Business

Year Group	Autumn Term	Spring Term	Summer Term	Useful information / websites
Year 9	<b>Exam specification: Edexcel GCSE Business 9-1, BTEC Tech Award in Enterprise</b>			<b>BTEC Tech Award specification</b> <a href="https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAwd_Enterprise_Spec_Iss3.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAwd_Enterprise_Spec_Iss3.pdf</a>  <b>GCSE Business 9-1 specification</b> <a href="https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf">https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf</a>
	<b>Sept- Oct: Focus on GCSE topics</b> <ul style="list-style-type: none"> <li>Introduction and overview to small businesses</li> <li>What business aims and business objectives are.</li> <li>The impact of risk and reward on business activity:</li> <li>The role of business enterprise and the purpose of business activity:</li> <li>Identifying and understanding customer needs:</li> <li>Types &amp; purpose of market research:</li> <li>market segmentation</li> <li>Understanding the competitive environment</li> </ul> <b>Nov-Dec: Focus on Enterprise topics</b> <ul style="list-style-type: none"> <li>P1 Difference between Enterprise and SME</li> <li>Brief description of the 2 local businesses Warehouse CAFÉ AND Ace Barbers, the location, products they sell,</li> </ul>	<b>Jan-Feb: Focus on GCSE topics</b> <ul style="list-style-type: none"> <li>Business aims and objectives when starting up</li> <li>Business revenues, costs and profits</li> <li>Interpretation of break-even diagrams</li> <li>Cash and cash-flow</li> <li>Sources of business finance</li> <li>Types of business ownership for start-ups</li> </ul> <b>March-April : Focus on Enterprise topics</b> <ul style="list-style-type: none"> <li>How business ideas can be successful</li> <li>What is a business plan</li> <li>Researching the market and identifying gaps or opportunities</li> <li>Assessing the suitability of a business idea</li> <li>Producing an initial plan for a business idea</li> </ul>	Student split in to classes based on ability to continue with either GCSE or BTEC  <b>GCSE students to start the Theme 1 content</b> <ul style="list-style-type: none"> <li>Topic 1.1 Enterprise and entrepreneurship</li> <li>Topic 1.2 Spotting a business opportunity</li> <li>Topic 1.3 Putting a business idea into practice</li> </ul> <b>Enterprise students start component 1 content.</b> <ul style="list-style-type: none"> <li>A1 What is an enterprise?</li> <li>A2 Types and characteristics of SMEs</li> <li>A3 The purpose of enterprises</li> <li>A4 Entrepreneurs</li> </ul>	



	<p>which sector of the industry they are in</p> <ul style="list-style-type: none"> <li>▪ M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.</li> <li>▪ P2 Identify &amp; describe entrepreneurial characteristic and skills demonstrated in each selected local enterprise</li> <li>▪ M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.</li> <li>▪ How to write a good piece of coursework</li> </ul>			
Year 10	<p><b>Exam specification: BTEC Tech Award in Enterprise</b></p> <p><b>Learning aim A: Examine the characteristics of enterprises</b></p> <ul style="list-style-type: none"> <li>▪ A1 What is an enterprise?</li> <li>▪ A2 Types and characteristics of SMEs</li> <li>▪ A3 The purpose of enterprises</li> <li>▪ A4 Entrepreneurs</li> </ul>	<p><b>Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</b></p> <ul style="list-style-type: none"> <li>▪ B1 Customer needs</li> <li>▪ B2 Using market research to understand customers</li> <li>▪ B3 Understanding competitors</li> </ul>	<p><b>Learning aim C: Investigate the factors that contribute to the success of an enterprise</b></p> <ul style="list-style-type: none"> <li>▪ C1 Internal factors</li> <li>▪ C2 External factors</li> <li>▪ C3 Situational analysis</li> <li>▪ C4 Measuring the success of an SME</li> </ul>	<p><b>Tech Award in Enterprise specification</b></p> <p><a href="https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAwd_Enterprise_Spec_Iss3.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAwd_Enterprise_Spec_Iss3.pdf</a></p>



<p>Year 11</p>	<p><b>Exam specification: BTEC Tech Award in Enterprise</b></p>			<p><b>GCSE Business 9-1 Specification</b></p>
<p><b>Completion of component 3- exam unit.</b></p> <p><b><u>Learning Aim A: Promotion</u></b></p> <ul style="list-style-type: none"> <li>▪ Elements of the promotional mix and their purposes</li> <li>▪ Targeting and segmenting the market</li> <li>▪ Factors influencing the choice of promotional methods</li> </ul> <p><b><u>Learning Aim B: Financial records</u></b></p> <ul style="list-style-type: none"> <li>▪ Financial documents</li> <li>▪ Payment methods</li> <li>▪ Sources of revenue and costs</li> <li>▪ Terminology in financial statements</li> <li>▪ Statement of comprehensive income</li> <li>▪ Statement of financial position</li> <li>▪ Profitability and liquidity</li> </ul>	<p><b><u>Learning Aim C: Financial planning and forecasting</u></b></p> <p>Using cash flow data Financial forecasting Suggesting improvements to cash flow problems Break-even analysis and break-even point Sources of business finance Revision Examination will take place in February</p> <p><b>Start component 2 - Planning for and Pitching an Enterprise Activity</b></p> <p><b><u>Learning aim A: Explore ideas and plan for a micro-enterprise activity</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Generating ideas for a micro-enterprise activity</b></li> <li>▪ <b>Plan for a micro-enterprise activity</b></li> </ul>	<p><b>component 2 - Planning for and Pitching an Enterprise Activity</b></p> <p><b><u>Learning aim B: Pitch a micro-enterprise activity</u></b></p> <ul style="list-style-type: none"> <li>▪ Pitching a micro-enterprise activity</li> <li>▪ Presenting a business pitch</li> </ul> <p><b><u>Learning aim C: Review own pitch for a micro-enterprise activity</u></b></p> <ul style="list-style-type: none"> <li>▪ Using feedback and review to identify possible changes to the pitch</li> </ul> <p><b><u>Preparing any students for re-sit for component 3.</u></b></p>	<p><a href="https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf">https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf</a></p>	